

## IPMI's Awards Programs

IPMI's annual Awards and Recognition programs celebrate individuals and organizations in the parking, transportation, and mobility industry. Winners in three major award categories—Awards of Excellence, Professional Recognition Awards, and Marketing Awards—exemplify industry excellence.



***The call for entries opens September 12, 2019 and closes November 15, 2019.***

### Marketing Awards

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IPMI's Marketing Awards recognize outstanding marketing, public relations, and communications programs within the parking and mobility sector.

### What's New in 2020

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- Submitters **identify and self-select** a marketing category. IPMI will choose a few stellar programs and will not necessarily award in all suggested or submitted categories. Suggested categories include, but are not limited to:
  - o Parking Marketing Program.
  - o Mobility Marketing Program.
  - o Social Media Program.
  - o Rebranding Campaign.
  - o Website Launch or Mobile App Launch/Redesign.
- Organizations may submit multiple programs but can only win one award in this category.
- Submissions may come from any market sector, and consultants and suppliers may submit on behalf of owner/client.
- Nominees **must** submit original design/artwork/photography. This should include native design files, high quality pdfs and images (min. 300 dpi). Submissions without high-quality, appropriate visuals will not be considered. Submitter verifies that they own or have purchased the right to use all images and materials submitted.

### Entry Requirements

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- Contact Information of Submitter, Owner, and Teaming Partner(s) – Include up to three.
- Entry Title
- Suggested Category
- 150-word Executive Summary

- Program Narrative, minimum 500 words; maximum 750 words, including the following:
  - o Program or campaign goals.
  - o Background about situation/problem.
  - o Target audience.
  - o How the program or campaign was executed, including vehicles and platforms.
  - o Evaluation of outcomes/changed behavior or metrics to evaluate effectiveness.
  - o Results achieved, lessons learned, and/or problems solved.
  - o Statistics and benchmarks that demonstrate return on investment.
- Program cost, including estimated direct expense budget (does not include the time of staff, personnel, agent fees, consultant, but does include direct expense for signage, photography, printed materials, brochures, etc.).
- Graphics, Visuals, & Photography:
  - o Submit at least four and up to six high-resolution (300 dpi) JPGs or PDFs of brochures, printed materials, media coverage, posters, signage, photos of events, etc. Videos may also be submitted, if applicable, via a YouTube link.

## **Criteria**

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All complete submissions will be judged and ranked by the IPMI Marketing Awards Judges, according to the criteria below.

- Professionalism of the Program
- Achieved Stated Goals
- Replicability
- Advancement of Parking or Mobility Profession
- Professionalism of the Award Entry
- Creativity

## **Recognition**

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Winners will be honored in person at the 2020 IPMI Conference & Expo in San Antonio, Texas, May 31-June 3, 2020. Benefits include, but are not limited to:

- On-stage recognition at the Awards and Recognition Ceremony General Session, including a slide in the general session, on-stage presence, and photography of recipient(s) during ceremony.
- Notifications, messages, and/or banners in the 2020 IPMI Conference & Expo Mobile App, as well as additional kudos on various IPMI social media platforms.

- Bragging rights plus a fancy new award to take home with you.
- A feature highlighting all Marketing Awards winners in *Parking & Mobility* magazine.
- Posts in the IPMI Online Resource Center and/or presence on IPMI website at [parking-mobility.org](http://parking-mobility.org).
- IPMI Press Release announcing all Marketing Awards winners, including a featured posting on the IPMI home page at [parking-mobility.org](http://parking-mobility.org).
- NEW! A new digital awards badge featuring the new 2020 IPMI Marketing Awards logo in multiple formats for your organization to use on marketing, websites, emails, etc. Hyperlink to your website or the IPMI awards website feature showcasing your award!

## Cost

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- Member: \$125 per entry
- Non-member: \$325 per entry

## How to Enter

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- To nominate a person or project, please visit [IPMI's Awards Page](#).
- A nominate button will be at the bottom of the page, please click that button.
- Returning users: If you submitted an award nomination last year, please log in using your username (email address used for the entry) and enter your password. If you have forgotten your password, you can reset it by clicking on "Lost Password." Reset your password. After reset, please login into your awards portal.
- New users: Click "My Account" to set up your user profile and login into your awards portal.
- Once logged into the awards portal, click on the awards program you wish to submit and entry. You can select either 2020 IPMI Awards of Excellence, 2020 IPMI Professional Recognition Awards or 2020 Marketing Awards at the top of the awards page.

The screenshot shows a web browser window with the URL [ipmiaward.secure-platform.com/a/](http://ipmiaward.secure-platform.com/a/). The page has a dark header with navigation links: Home / My Account / 2020 IPMI Awards of Excellence / 2020 IPMI Professional Re. The main content area features a login form with the following elements:

- Title: "Login to Complete an Application or to Access Judging Panel"
- Fields: "Email Address" and "Password" (with a "lost password?" link).
- Options: "remember me" checkbox and a "Login" button.
- Social Login: Buttons for "Sign in with Facebook", "Sign in with Google+", and "Sign in with LinkedIn".
- IPMI Logo: Large red and blue letters "IPMI" with a yellow star.
- Text: "IPMI's annual Awards and Recognition programs celebrate individuals and org: industry. Winners in three major award categories - Awards of Excellence, Prof industry excellence."
- Deadline: "Please complete all submissions by Friday, November"

Home / My Account / 2020 IPMI Awards of Excellence / 2020 IPMI Professional Recognition Awards / 2020 IPMI Marketing Awards

- "Click here to begin a new Submission," to start the award submission.

- Complete the all required fields in the awards submission. All award submissions have multiple pages. Please complete all pages. Remember to click the “Save” button before closing out the window or logging out. Any unsaved information or upload will not be saved and cannot be recovered.
- After all required fields are completed, please add to cart and finalize payment.
- Note: Submissions that have outstanding payments will not be accepted in to the judging process.

## **Questions?**

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Contact [awards@parking-mobility.org](mailto:awards@parking-mobility.org).

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*Rights: IPMI retains the rights to use or publish selected submissions at parking-mobility.org, Parking & Mobility magazine, and other platforms, vehicles, and social media outlets for all awards submissions.*